

REPORT

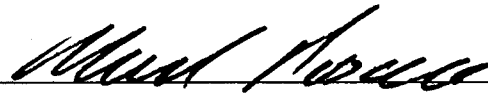
TO: Regional Council
Administration Committee

FROM: Brett Sears, AICP, Associate Regional Planner, (213) 236-1810,
sears@scag.ca.gov

SUBJECT: Sponsorship of the 2005 Clean Cities Conference and Exposition

DATE: December 2, 2004

EXECUTIVE DIRECTOR'S APPROVAL:



RECOMMENDED ACTION:

Approve the sponsorship amount of \$2,500 for the 2005 Clean Cities Conference and Exposition.

SUMMARY:

The Clean Cities - Coachella Valley Region has asked SCAG to sponsor the 11th National Clean Cities Conference, to be held May 1-4, 2005, in Palm Springs. The U.S. Department of Energy established the Clean Cities Program to support locally based government and industry partnerships in the expanded use of vehicles operating on alternative fuels. SCAG has been a member of the program since 1994. Staff recommends that the Regional Council approve \$2,500 in sponsorship for this conference. Sponsorship at this level will provide SCAG with 5 one-day exhibit-only passes for Fleet Day; 1 conference registration; and recognition in the mailings, web site, conference program, general sessions, sponsored event, and conference signage.

BACKGROUND:

The mission of the Clean Cities Program is to advance the nation's economic, environmental, and energy security by supporting local decisions to adopt practices that contribute to the reduction of petroleum consumption. Clean Cities carries out this mission through a network of more than 80 volunteer coalitions, which develop public/private partnerships to promote alternative fuels and vehicles, fuel blends, fuel economy, hybrid vehicles, and idle reduction. The Clean Cities - Coachella Valley Region has asked SCAG to sponsor the 11th National Clean Cities Conference, to be held May 1-4, 2005, in Palm Springs.

At its regular meeting in May of 1994, the SCAG Regional Council approved a request to the Secretary of the U.S. Department of Energy to designate SCAG as a member of the Clean Cities Program. Currently, The Partnership administers the Clean Cities Program in the SCAG region.



**SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS**

REPORT

In 2003, the SCAG Clean Cities Coalition submitted 21 grant proposals (after review and certification by The Partnership). Of these, 8 projects were funded for a total of \$978,000. The Special Projects competitive grants include 66 "Clean Cities" to support the deployment of alternative fuels and alternative-fueled vehicles throughout the country.

Sponsorship at the \$2,500 level will provide SCAG with 5 one-day exhibit-only passes for Fleet Day; 1 conference registration; and recognition in the mailings, web site, conference program, general sessions, sponsored event, and conference signage.

ATTACHMENTS:

- General Fund: RC Special Projects Line Item Budget
- 11th National Clean Cities Conference and Exposition Sponsorship Opportunities

FISCAL IMPACT:

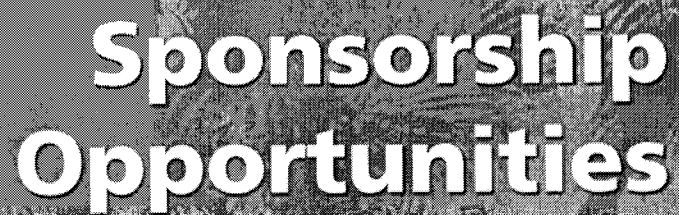
Sponsorship funds for this conference will be paid for out of the General Fund: RC Special Projects Line Item Budget. The current balance of this line item budget is attached.



**SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS**

General Fund
RC Special Projects Line Item Budget
December 2, 2004

RC Special Projects	\$49,000
Transfer Funds to Travel for China Trip	(\$4,000)
Transfer Funds to RC General Assembly	(\$5,000)
Remaining Budget	\$40,000
Co-Sponsorship of UCLA's Extension Public Policy Program 2004 Arrowhead Symposium	(\$8,000)
Co-Sponsorship of Rail-Volution Conference	(\$5,000)
Co-Sponsorship of So. California's Leadership Class XV Tuition, Luncheon, & Graduation	(\$12,500)
Sponsorship of 3 rd Annual Inland Empire Transportation & Logistics Summit	(\$500)
Legislative Drafting (Approved June 2004)	(\$7,000)
Tribal Summit	(\$200)
Peer Review Program (January – June 2005)	(\$2,500)
Sponsorship Clean Cities Conference & Expo	(\$2,500)
Balance as of December 2, 2004	\$1,800




Sponsorship Opportunities

Palm 
Springs

May 1-4, 2005



11th National
Clean Cities
Conference
& Exposition



Clean
Cities
Coachella Valley Region



AFVI
ALTERNATIVE FUEL
VEHICLE INSTITUTE



Sponsorship Opportunities

We invite your participation in the 11th National Clean Cities Conference and Expo, May 1-4, 2005 in Palm Springs, California. The continued success of this conference is made possible by the support of our industry partners. The 2005 conference will be hosted and managed by the Clean Cities Coachella Valley Region Coalition and the non-profit Alternative Fuel Vehicle Institute. Your sponsorship will once again be a critical element to the success of this premier international alternative fuels and advanced technologies conference.

Sponsorship At A Glance

In addition to sponsoring one of the events listed in the sponsorship options, you will receive the following benefits:

Benefits	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$5,000	Corporate \$2,500
Complimentary meeting room space for one company event or meeting ¹	✓				
One vehicle display space at the Wyndham or the Convention Center ²	✓				
Company Logo Visibility During Opening Session	✓				
Priority Exhibit Booth Placement	✓	✓			
Vendor Track Speaking Session ³	✓	✓	✓ ⁴		
Speaking Opportunity at Sponsored Event, if relevant	✓	✓	✓		
Attendee List, at any point, upon request	✓	✓	✓	✓	✓
One-day Exhibit-Only Passes for Fleet Day	30	20	10	5	5
Full Conference Registration(s)	8	4	3	1	1
10' x 10' Exhibit Booth Space(s)	4	2	1	1	
Recognition					
Final Conference Program Ad	Full page with priority placement	1/2 page	1/4 page	1/6 page	1/8 page
Acknowledged in Conference Press Releases	✓	✓			
Acknowledged in Clean Cities ad in ShowTimes	✓	✓			
Acknowledged in On-line Marketing Mailings	✓	✓			
Acknowledged in Preliminary Mailings	✓	✓	✓	✓	✓
Logo on Conference Web site	✓	✓	✓	✓	✓
Acknowledged in Final Conference Program	✓	✓	✓	✓	✓
Acknowledged in General Sessions	✓	✓	✓	✓	✓
Signage Specific to Sponsored Event	✓	✓	✓	✓	✓
Conference Signage (nonevent specific)	✓	✓	✓	✓	✓

- 1- Complimentary meeting room space for one company event or meeting. (Note: Room set-up changes, audiovisual and refreshment costs are not included.) Room requests will be honored on a first-come, first-served basis during the dates we have meeting rooms contracted. Meeting times cannot conflict with official conference events.
- 2- One vehicle display space at the Wyndham or Convention Center. (Note: This benefit is available only to platinum level sponsors whose sponsorship and exhibitor fees are paid in full by November 12, 2004.)
- 3- Vendor Track provides you with a 30-minute session to promote your company. Presentation outlines will be required in advance and only companies that represent the fuels, vehicles and technologies that contribute to Clean Cities' petroleum displacement goal are eligible to participate.
- 4- The Vendor Track speaking session is only complimentary at the silver level for the Fleet Day sponsor. Other silver level sponsors may purchase a Vendor Track session for \$5,000.



Dean Armstrong/Jack Hollingsworth

Platinum Level Options - \$50,000

1. Opening Gala, Sunday, May 1, 2005

Will Kleindienst, Chairman of the 2005 conference and former mayor of Palm Springs, will welcome attendees to the first ever Clean Cities lawn party! The 1.5 acre estate is located one mile from the Wyndham. Shuttles and hosted walking tours will be provided. Walkers will be led by a tour guide offering points of interest along the way.

2. Evening Reception, Monday, May 2, 2005

If you attended the first Clean Cities conference in Palm Springs you know that the Monday night exhibit hall reception is a highlight. The evening starts in the exhibit hall and then continues just steps away at the Wyndham pool. Food and beverages will be provided.

3. Grand Finale Reception, Tuesday, May 3, 2005

This celebration is at the all-new Spa Resort Casino adjacent to the Convention Center. Music, dancing, food and beverages will close down this finale reception. Following the reception, attendees can enjoy the casino's live entertainment, and more than 900 slots and 30 game tables.

Gold Level Options - \$25,000

1. Coordinator Dinner, Saturday, April 30, 2005

This annual dinner celebrates the Clean Cities coordinators. Coordinators ascend to 8,500 feet on the Aerial Tramway, where dinner will be served. The tramway cars transport 80 passengers while they enjoy a panoramic view on the two and a half mile trip to the top.

2. Lunch, Monday, May 2, 2005

The energy is high and you can claim this captive audience for yourself. For the first time, we will feature a well known speaker in a formal program as part of the lunch. You will have an opportunity to emcee the lunch program. We'll help you reach your audience in a way that best represents you; for example, an awards presentation, table tents, or giveaways.

3. Ride-n-Drive, Tuesday, May 3, 2005, 11:00 a.m. to 2:30 p.m.

The Ride-n-Drive provides attendees with the opportunity to test drive the latest alternative fuel vehicles. The public will be invited to view the vehicles. Your logo will appear on all Ride-n-Drive signs, driver wristbands, and printed materials related to the event. (Note: Original equipment manufacturers and associations/organizations advocating for a particular fuel are not eligible to sponsor this event.)

4. ScienceFest, Wednesday, May 4, 2005, 9:00 a.m. - Noon

ScienceFest is devoted to educating students about alternative fuels and advanced technologies. Attendance can range from 1,000 to 5,000 students. The focus of this year's event is to introduce students to today's transportation options and options that will be available over the next 25 years. Science guy Bill Nye participated in the past and the 2005 personality will be of similar substance and stature.

Silver Level Options - \$15,000

1. Coordinator Luncheons, Sunday, May 1, 2005; Tuesday, May 3, 2005; Wednesday, May 4, 2005

Industry representatives clamor for the chance to make presentations to coordinators and to thank them for a job well done. Sponsorship dollars are used to cover the luncheon and offset the costs of subsidizing coordinator conference fees.

2. International Reception, Monday, May 2, 2005

A reception is held for delegates, coordinators, and companies doing business internationally. Your logo will be listed on the signs and invitations to this reception. Your representative is invited to host a brief program.

3. Breakfast and Break Package, Monday, May 2, 2005; Tuesday, May 3, 2005

Continental breakfasts and breaks will be held in the exhibit hall and, when possible, will be positioned near your booth. Sponsors will have the opportunity to market themselves in conjunction with their event.

4. Fleet Day Program, Tuesday, May 3, 2005

Fleet Day programming is designed for fleet operators and includes the Ride-n-Drive, Vendor Track and GSA auction. Your logo will be featured at each Vendor Track session and you will also have the opportunity to welcome attendees during a general session. You will receive a complimentary Vendor Track session.

5. Evaluation Giveaway, Wednesday, May 4, 2005

This item is an appealing memento, with your logo, that will get everyone excited about the 2006 Clean Cities conference while providing us the opportunity to collect valuable feedback.

6. Tote Bag

The conference tote bag, distributed to an estimated 1,000 attendees, offers sponsors substantial publicity. The bag will include your promotional materials, logo and the 2005 and 2006 conference logos.

7. Volunteer Sponsor

More than 100 local volunteers dedicate countless hours to the conference. We provide them with food, polo shirts, and admission to the closing reception. Your logo will appear on the volunteer polo shirts and all volunteer communications.

8. Lanyards

A lanyard is the cord that holds your badge. This year's lanyard doubles as a sunglasses holder. Your company name will be printed on the lanyard.

9. Cyber Café

The Cyber Café provides attendees with a place to check e-mail, surf the Web or print a document. The Café will be located in a booth or central gathering place. We will net-

work a minimum of four laptops to a printer and the fastest Internet connection we can afford at the conference site. Your logo or Web site will be set as the screen saver.

10. Closing Video, Wednesday, May 4, 2005

The heralded closing video is a highlight of every Clean Cities conference. The video is shown during the closing general session (combined with great giveaways). Your logo will appear on the screen before the video starts and after it ends.

Bronze Level Options - \$5,000

1. Transportation

While all of our reception venues are near the Convention Center, some participants may prefer a ride. Transportation is needed for receptions, tours and other events throughout the conference. Your company logo will be included on signs in the shuttles and vans.

2. Vendor Track Program, Tuesday, May 3, 2005, 11:00 a.m. – 2:30 p.m.

The Vendor Track provides you with a 30-minute session to promote your company. Tuesday is Fleet Day which is designed to attract fleet customers. Presentation outlines will be required in advance and only companies that represent the fuels, vehicles and technologies that contribute to Clean Cities' petroleum displacement goals are eligible to participate.

3. Agenda at a Glance

Life at the conference is simplified with a condensed "Agenda at a Glance". Your logo will be printed on the agenda.

4. Hotel Room Keys

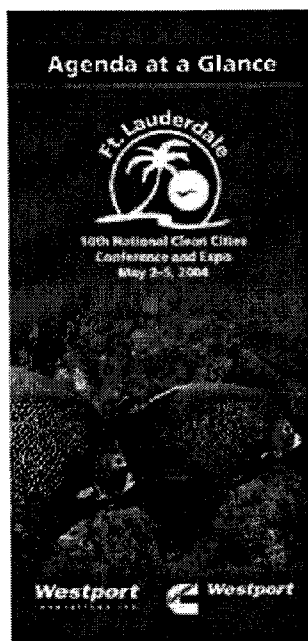
Your logo will be on the 1,000 plus attendee room keys. Next to the conference program, their room key is probably the item attendees look at the most during the conference.

5. Luggage Tags

Do you want to see your logo circling baggage belts in airports around the country? Your logo will be printed on 1,500 luggage tags that will be mailed to exhibitors, sponsors, speakers, and attendees as they register for the conference.

6. Water Bottle

Water will be available throughout the Convention Center and attendees will pour it into the water bottle with your logo that they receive in their tote bags. Your water bottle will be seen at the conference and then in cities throughout the country.



Corporate Level Options - \$2,500

1. Coordinator's Agenda at a Glance

Coordinators have the double duty of tracking the functions everyone attends plus all of the things they are expected to do. A Coordinator's Agenda at a Glance, with your logo, helps them keep everything straight.

2. Sponsored Registrations

There are various categories of people who want to attend the conference, but are unable to due to limited funding. Your support will allow two people in the category you select to attend the conference. They will be notified of your generosity in their confirmation letter, and you will be acknowledged during one of the general sessions.

The categories to choose from are:

- ▶ International
- ▶ Higher Education Students
- ▶ Environmental Organization Representatives

3. Vehicle Display Space

This year we will present a static display area for vehicles. The static display will be set up before 10:00 a.m. on Tuesday morning. Vehicles must be removed by 5:00 p.m. on Tuesday, May 3, 2005.

Sponsor Today!

To sign up for sponsorship, contact Annalloyd Thomason at 702-254-4180, or e-mail questions to annalloyd@thomasonassoc.com.

Payment

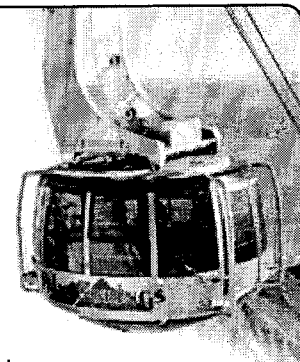
We accept Visa or MasterCard, company checks, or purchase orders. Upon commitment you will receive an invoice and will have 30 days to make your payment before the sponsorship option becomes available to someone else. (Note: If you plan to purchase additional exhibit booth space, please let us know when you make your sponsorship commitment so we can send you a combined invoice.)

Sponsorship Benefits

Upon receipt of payment, you will be contacted with information on how to receive your complimentary registrations and to reserve complimentary booth space. You will be given information on design deadlines, Web links, and Web advertising, if applicable, upon commitment.

Sponsorship Opportunities

The opportunities listed in this brochure are available on a first-come, first-served basis. Check the conference Web site often to view a list of current sponsorship opportunities. The Web site can be found at www.afvi.org



Capital Digital